

## IN THE MOTOR WORLD

FIRESTONE TIRE CO.  
STOCKHOLDERS MEETEnthusiasm Shown by Co-operative  
Workers of Great Factory.

Unique in the annals of American business enterprises was the annual meeting of the Firestone Tire & Rubber Company, held in the Firestone Club. It was probably the largest meeting of stockholders ever held in this country, 56 per cent of those present being officers and employees of the company.

Enthusiastic applause greeted President H. S. Firestone when he stepped on the stage. He expressed his satisfaction over such a culmination of his plan of co-operative ownership and his appreciation of the evident broad understanding of its aims and purposes.

He announced the company's total assets as \$51,633,077.42 and the total surplus as \$26,122,824.83. He announced an increase in sales of 71 per cent over the previous year, the total for 1917 being \$61,387,210.29. President Firestone prophesied that, barring unforeseen transportation difficulties, the factory would be operated in 1918 under a full production schedule including the government requirements.

The report was an appeal to patriotism, collective and individual. "While we are in the throes of this great war," he said, "we must use every atom of our intelligence and every sinew of our strength, individually and collectively, to hasten victory and peace. We must not think of such sacrifices as we must make. Those of us who are here and have not yet been called to the trenches must produce everything in our power to make our country efficient, strong and prosperous."

The directors elected by the stockholders for the coming year were H. S. Firestone, R. J. Firestone, J. W. Thomas, S. G. Carkhuff, A. C. Miller, J. G. Robertson and L. E. Siler.

HIGHWAYS BORDERED  
BY "DEATH TRAPS"Good Roads Advocate Points Out  
Menace of Drainage Ditches.

Our present type of highways are equipped with death traps on each side. This is rather a startling statement, but it must have some basis in fact, for it is advanced by George C. Diehl, chairman of the good road board of the American Automobile Association, writing in the March Motor, on "Our Roads as They Should Be." Mr. Diehl believes that the present ditch system of drainage should be done away with in favor of a system of underground drain pipes, making ditchless roads of our highways.

"The highways of the future," says Mr. Diehl, "must have roadways of sufficient width not merely for safety, but for the comfortable confidence of the driver. A car owner may come through alive at the end of a day's run on a popular thoroughfare, but the condition of his nerves after he has balanced himself fifty times an hour between a yawning ditch at his right and whizzing cars at his left is something that need not be described to the average driver, because he has been there."

An adding machine that can handle forty columns of figures has been constructed.

THIS IS THE effervescent "Mike"—we mean Mr. Deneane—who handles the sales of the Wilcox and Selden Trucks for the Semmes Motor Company.

SUBURBANITES TAKE  
TO MOTORCAR MOVEWith Present Railroad Situation  
Automobile Gives Economy.

Now that the government has assumed control of the railroads with resultant cuts in the number of trains operating to suburban points, residents of the environs of the city are taking more and more to the motor cars.

Mr. Francis S. Carmody, president of the Henderson Motor Co., local distributors for the Saxon cars, says that investigation has shown that not only are suburbanites purchasing motor cars but many who have already owned automobiles are driving them to and from the city daily instead of using the suburban trains.

"With the railroad situation as it is at present there is economy in motor cars where there might not have been before," says Mr. Carmody. "The time saved by being able to get into town and back without waiting for train schedules, and the convenience of traveling in comfort instead of in trains crowded these days because of the small number of them that are being run, is appealing to a great many suburban dwellers."

Saxon is finding special favor with motorists of this class because the cost of operation of a Saxon is practically the same per mile as a railroad fare, and also because Saxon will give the same unfailing service that can be obtained generally on common carriers. The man who is depending on an automobile to get him home in time for dinner has to be certain of one thing. He must know that when he is ready to start the motor car will be ready, and that it will do duty every day, regardless of weather, and do it without a hitch.

"It makes a business proposition out of the motor car, and it often is surprising to see the difference in the attitude of a buyer who is looking for a business proposition and one who is selecting a motor car for recreation. The business buyer is much keener, I believe, for actual value. I do not mean to say that the other type is not interested in economy or in serviceability, but the man who is selecting an automobile for business is defining his wants in terms of his business needs and making the car he takes measure up to them."

What is intended to be an earthquake proof building has been built in the Canal Zone, the roof being supported by central pillars and the walls being supported by suspended from the building and anchored to the ground without bearing any burden.

## Auto Heraldings

By GEORGE BROWN.

As has been freely predicted from time to time in these columns, a curtailment of the automobile industry to 50 per cent production is to be brought about by the voluntary action of the National Automobile Chamber of Commerce. This will serve the purpose sought by the War Industries Board at conferences early in the month.

While, actually, the change will work no hardship to the industry, being a continuance of the readjustment that has been in progress for the last twelve months, there can be no gainsaying the fact that, more than ever, there will be a rush to place orders for the new models.

If you are still listed among the "doubting Thomases," visit the nearest automobile showrooms and inquire as to how soon you can secure a car. Also as to how many automobiles there will be available along about June or July at the latest. And be convinced!

BUY YOUR CAR NOW! This we advise for the last time—at least, in these columns.

To those who can see nothing but crepe hung over the door of all business enterprises unless all but the bare necessities are done away with, we offer the advice of R. Le Roy Pelletier as given in an address a fortnight ago in Boston:

"It is all wrong—this idea that in order to finance the war we must deprive ourselves of all but the bare necessities of life. For if you deny luxuries for those who can afford and should buy them you automatically and surely deprive the less fortunate and the less skilled of bread and raiment and shelter."

"But this preaching that we must don sackcloth, cover ourselves with ashes, bow down in grief, deny ourselves the luxuries to which we have been accustomed—and thereby stop their sale and manufacture—that's contrary to all laws of economics. And they are LAWS—not merely rules."

Says Emerson Hough, the well-known author, in speaking of what his car means to him:

"I think it was my wife's unexpressed wish which first led me to buy a car. Trying to let myself into the game as easily as possible, I bought a 'used car,' although one of the best makes. It had a limousine and touring body and a lot of extra wheels, and I got all for \$800.

I presume that it cost me about \$2,500 to make a real car of these several ingredients.

As reconstructed, overhauled and tuned up, I believe I could run this car clear across the continent and back without hurting it. I have her tuned up, painted, frescoed, enameled and illuminated, until there is some class to my buggy now. I don't see anything on the street for which I would care to exchange, and yet I started with a grouch!

"But then came the war, and of course our first thought was that it was the duty of every American citizen to lay off his car. What could be done with the household budget in our case, granted that we were obliged to support a chauffeur in luxury, thus adding to the high cost of mileage?

"Madam and I bent all our combined intellect to solving this problem in industry. As a result, we concluded to go without sugar or butter, or even white bread some of the time, and to wear fewer suits of clothes, etc. This morning I noticed the car still standing at the door. The fact is, I believe that it is going to keep standing there."

All of which is very fine. But why does this good-looking car keep standing before the door—doesn't the starter work?

Plans for inclusion of Washington into a string of cities now operating "return load bureaus" in intercity motor truck transportation were broached by George M. Graham, of the committee on motor truck transportation of the Council of National Defense. (Gosh, these committees sure grow—both ways!)

Mr. Graham stated that intercity transportation and the short haul by means of motor truck was relieving the freight congestion at many terminals in large cities. These return bureaus, as was pointed

out in Auto Heraldings as having been established throughout the New England States, render the trucks 100 per cent more efficient on the haul instead of making the return trip a dead loss.

Minus these bureaus, most return trips, as made under present conditions, are what it pleases the aforementioned Mr. Graham to term an "economic folly."

A hearty laugh is in store for you if you are fortunate enough to hear Mr. Grant relate his experiences while on the battle front. In the following he speaks of a car that suddenly began to "buck."

He goes on to say:

"Never shall I forget that car. Sometimes it would hesitate, cough and refuse to make a hill. There was but one way in which we could start the motor. Turning the car so that it would gather momentum going down a hill, we would shove it along until the engine once more began to do its duty. We would clamber aboard, run the machine to the base of the hill, turn it around, and then make another try for the top.

"We cursed the machine, but the more we would curse in American cuss words the worse it would act. The climax came at Epernay. We had stopped in the center of the road shortly before 9 o'clock, and were giving the curbureter the once-over when two Boche airplanes suddenly appeared, flying low and dropping a couple of bombs, aimed, apparently, at the cathedral.

"My companion was Warren van Slyke, a New York lawyer. One glance at the airplanes settled any immediate plans which concerned myself and the car. I was for leaving it beside the road, but at that very moment the car, perhaps realizing its own danger, gave a couple of wheezes, straightened itself out as though it had once been a contender for Sheephead Bay honors and carried us without a murmur straight to the gates of Paris, when, with another wheeze, it gave up the ghost, and was dragged ignominiously back to the 'Rue de la Somme-thing,' where the American cars are housed in the French capital."

FRANKLIN DEALER  
TELLS CAR'S RECORDUpkeep Costs Are Reduced by  
Light, Durable Construction.

"Bob" La Porte, local dealer in Franklin cars, tells in his own way the origin of the Franklin built to cut up-keep cost of the finer cars. He tells it—and we print it:

"In the light of the drift towards motor car efficiency these days, the biased trails of design leading to that objective have come in for more than passing interest, not only on the part of manufacturers, but also automobile users.

"Fifteen years ago, it was not so much a question of how much it cost to operate an automobile, it was more a matter of building one that would run reliably. A certain school of designers, however, although in the minority, had a view the day when automobile usage would become more general, and with it foresaw the demand for making gasoline and rubber go farthest.

When John Wilkinson built his original Franklin car, the dominant principles were exactly the same as they are today. The whole history of

Franklin development reveals how thoroughly Wilkinson was imbued with the belief that a lightweight car would best fill the ultimate need, while at the same time other prominent designers took the directly opposite view, believing that strength and endurance and final economy would come out of heavy, rigid construction.

"Away back in 1904 the Franklin demonstrated its side of the question by sending L. J. Whitman on a cross-country trip, from San Francisco to New York, in a car weighing just 1,200 pounds, and driven by a ten-horse power engine, with the result that the record of thirty-two days, seventeen hours and twenty minutes elapsed time stood for two years, until beaten by another lightweight Franklin, which cut the time in half."

## MAKING A "RUST JOINT."

It is possible to make a fairly satisfactory repair of a cracked water packet or of a fault in a casting, by what is known as a "rust joint." To perform this operation, take ten parts of fine iron filings, one part of sal ammoniac, and a half part of flowers of sulphur; mix all these ingredients into paste with water and apply to the fracture, allowing the compound to become hard. Of course the ideal repair for this sort of thing is welding, but this operation is not always possible, and the above makes a reasonably satisfactory temporary repair.

MANAGER BABCOX  
TO DISCUSS THE  
RUBBER INDUSTRY

On Monday evening, March 18, at 8:15 o'clock, Edward S. Babcox, advertising manager of the Firestone Tire and Rubber Company, Akron, Ohio, will address the American Association of Engineers on the subject, "The Rubber Industry," at the Chamber of Commerce. Arrangements have been made to

EDWARD S. BABCOX,  
Advertising Manager of the Firestone Tire and Rubber Company.

show interesting motion pictures in connection with the lecture, pictures having been taken in the Malay peninsula.

Reel No. 1.—One thousand feet "Rubber Industry in Malay." This picture shows the planting, cultivating and harvesting of rubber complete in Malay.

Reel No. 2.—One thousand feet. Five hundred feet devoted to factory processes of Firestone tire. Five hundred feet of six or eight different news items which we have released in motion pictures News Weekly films. These show such things as the Firestone stockholders' meeting, H. S. Firestone receiving test fleet at the New York City Hall, ice boat delivering giant tire over Lake Erie, etc.

Reel No. 3.—"Careless America," our newest film. One hundred reels to be released throughout the United States soon. The showing in Washington will be the first outside of New York City. The picture is sponsored by H. S. Firestone, who is desirous of conserving human life, especially during this critical period in the nation's history.

It shows all kinds of traffic accidents, and how they might be prevented. It is a thrilling picture, and anyone would profit by it and enjoy it very much.

Mr. Babcox will speak briefly on the rubber industry and give some interesting facts about it and its bearing on our war-time activities.

NATIONAL HIGHWAY  
WORK TO CONTINUE

That national military road building is to be pushed this summer through the co-operation of the railroad administration is made certain by the announcement that Director McAdoo has notified C. P. Coleman, chairman of the executive committee of the American Association of State Highway Engineers, that the railroads will carry material for building such roads. The railroad administration will co-operate with the Secretary of Agriculture by transporting materials for the construction of national highways, designated by him as military or engineering necessities, whenever the equipment is available and not needed to move supplies for the army.

## FOR VALVE TROUBLE.

It frequently happens that the valves become short in the stem from constant hammering and if the tappets are not adjustable, proper valve opening is lost. To remedy this condition drill a small hole up the valve stem and file a steel plug that may be driven lightly into this hole. Drill and countersink a hole through a piece of steel strip and rivet it into the stem by means of the projecting bit of steel pin. Trim off the job with a file. Another way to the same end is to drill and tap a small hole up the stem and screw in it a small steel bolt.

SPRING STIMULATES  
AUTOMOBILE SALES

Big Business Expected Now as Public Demand Increases.

"The springlike weather of the past week has given added stimulus to the sales of motor cars, and if the demand for machines continues dealers hereabout can look forward to big business this spring," says Joe Trew, of the Trew Motor Co., local distributors for the Reo motor car.

"The public realizes the importance of the motor car as a vehicle of utility more today than ever before. Not only for their help in relieving congested traffic conditions and in distributing food but in the way they increase the efficiency of the owner, be he a business man, farmer, or professional man, motor vehicles show their true value to the nation, in displacing horses with light trucks, tractors and passenger cars, work has been done more quickly, its scope broadened and valuable acreage saved to the growing of food for human beings.

"While the motor car is giving its service to the country, the manufacturers of them likewise are doing their utmost to help. They have repeatedly offered their facilities voluntarily to the government and are imbued with the most patriotic desire to help the nation win the war. They are confirmed in the belief that the motor car is an important factor in carrying the war to a successful conclusion, whether it is used at the front or at home in helping to relieve the freight congestion and in speeding up manufacturing and commercial activities.

"The motor car for 1918 is better in construction than ever, for manufacturers like the Reo Company are always striving to bring out from time to time new things which add to the betterment of their product. I would suggest to those who have been thinking of buying a car to do so now, for more value can not be had for the money than at present. Furthermore, there is apt to be a shortage of cars a little later."

## FRANKLIN

Do You Know Why It Should  
Be YOUR Car?

- Because** Franklin owners are getting from eighteen to twenty miles on a gallon of gasoline;
- Because** Franklin owners are getting from ten to fifteen thousand miles on a set of tires;
- Because** Franklin owners have no water pump to keep in order—
- No radiator to clean out and solder—
- No gaskets to replace—
- No rubber hose to mend—
- No water jackets to crack—
- No pipes and joints to freeze and burst—
- No plumbing to clog up with mud and sediments;
- Because** Franklin solves the problem of Efficiency with Economy.

WHAT WE WANT IS TO GET YOU BACK OF A  
FRANKLIN WHEEL

Franklin Motor Car Company

1324 14th St. N. W.

Phone Main 10067

We Are Ready and Fully Equipped  
For theBig 1918 Spring Drive  
With the Most Complete Line of  
Automobile Supplies  
and Accessories  
IN THE CITY

If You Use It, We Have It

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LIVEST  
SHOP  
ON THE  
"BIG WAY"

REO

**MECHANICALLY IT HAS NO SUPERIOR**—it is not possible to put better materials in a chassis, simply because the science of metallurgy knows no better. Reo uses and always has used the best. The fame of Reo rests on that.

**IT IS NOT POSSIBLE** to machine parts more accurately—for the Reo factories are admittedly the "Models" among automobile factories, and Reo standards are admittedly of the highest.

**AND IT ISN'T POSSIBLE** to obtain an automobile, in the designing and fabrication of which more experience has been applied—for the Reo organization is the oldest in the automobile industry.

**AS TO BEAUTY OF EXTERIOR**, we need only say that when this new Reo Six was announced and its graceful lines were shown in the engravings, it was instantly hailed by everyone in the trade—rival and friend alike—as a "Fashion Plate."

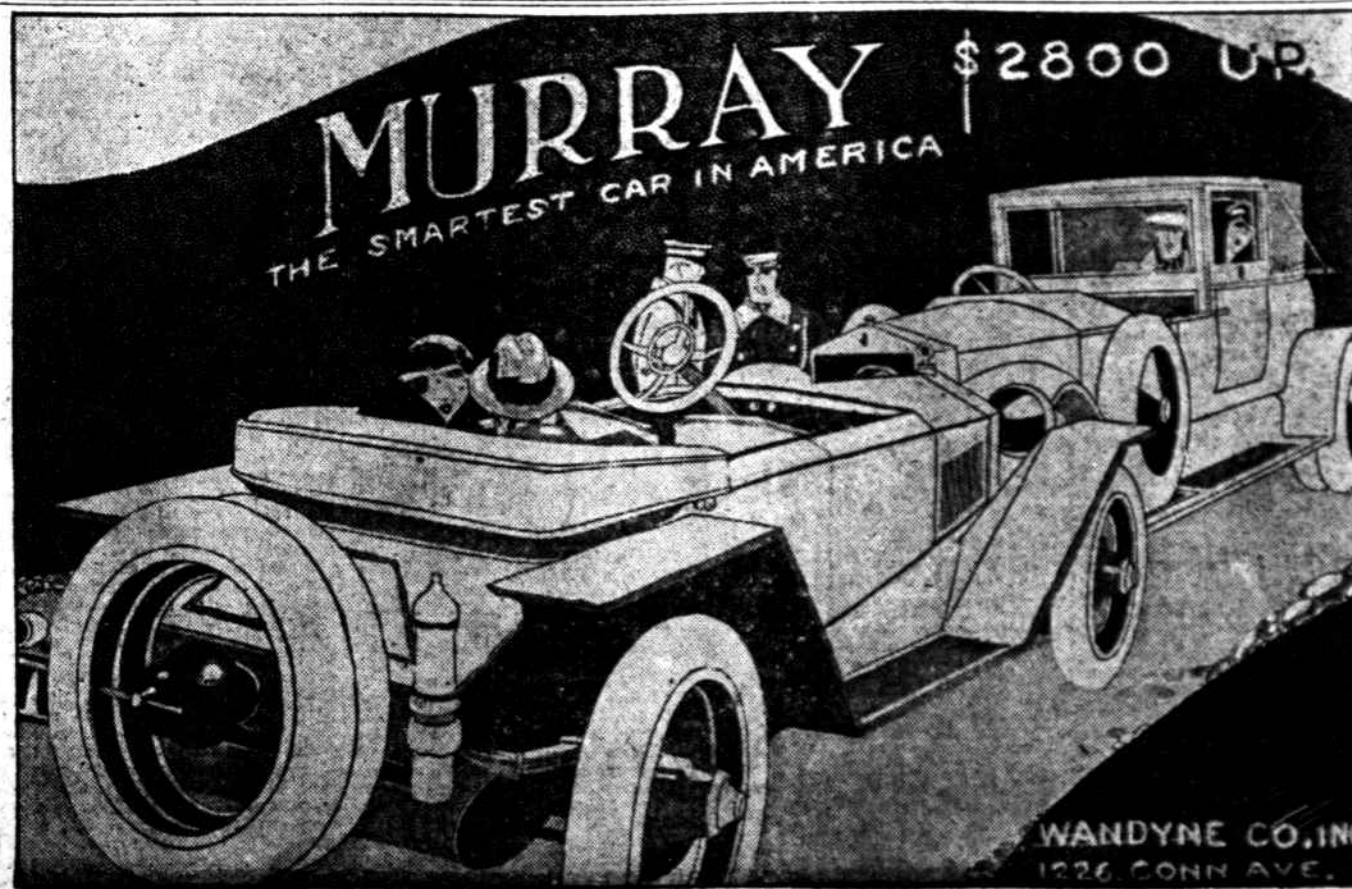
**BUT REO BEAUTY ISN'T** on the outside alone—it's in the unseen places as well.

**THE SAME STURDINESS**—the same wonderful reliability, dependability and economy of upkeep—that have made the four-cylinder Reo world famous—are in this Reo Six.

**"50 PER CENT OVERSIZE** in all vital parts"—that Reo factor of safety is the reason at the same time for Reo dependability and low maintenance cost.

**JUST A WORD ABOUT DELIVERIES.** Those who know are unanimous in stating that there will be a tremendous shortage in automobiles the next few months. Can't be otherwise. Shortage of all kinds of materials and of tools to manufacture them—demand greater than ever before.

**SO WE SUGGEST** that you decide this matter at once and order your Reo immediately. Then you'll be one of "the lucky ones."

A Phone Message Will Bring Our  
Demonstrator to Your DoorTREW MOTOR CO.  
1337 14th Street N. W.  
MAIN 4173WANDYNE CO., INC.  
1226 CONN. AVE.